

Message Text

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43

ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-02

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FM AMEMBASSY RABAT

TO SECSTATE WASHDC 5704

INFO AMEMBASSY ALGIERS

AMCONSUL CASABLANCA

AMEMBASSY TUNIS

UNCLAS RABAT 2890

E.O. 11652: N/A

SUBJECT: USA TELECOMMUNICATIONS SEMINAR RABAT JUNE 9-11

SUMMARY: WITH EXCELLENT TV, RADIO AND NEWSPAPER COVERAGE BEFORE, DURING AND AFTER RABAT SESSION, SEMINAR WENT VERY WELL. DURING LUNCH, COFFEE BREAKS, AND RECEPTION MANY USEFUL CONTACTS WERE ESTABLISHED AND TWO VALUABLE TRADE LEADS WERE DEVELOPED. MOROCCAN WELCOME WARM AND OVERALL RESULTS GOOD. PARTICIPANTS PLEASED WITH PROGRAM. END SUMMARY.

1. TELECOMMUNICATIONS GROUP ARRIVED RABAT WITHOUT EXPECTING TO PRODUCE ANY SUBSTANTIAL DIRECT BUSINESS. INTENDED FOCUS WAS ON ESTABLISHING RELATIONS WITH GOVERNMENT OFFICIALS AND TECHNICIANS WITH OBJECTIVE OF INCREASING APPRECIATION FOR SUPERIORITY US PRODCUTS IN HOPES OF FOLLOW-UP CONTACTS. IN VIEW LIMITED OBJECTIVES, SEMINAR WAS UNQUALIFIED SUCCESS. IN ADDITION, PHILCO FORD AND ESSEX FOUND TWO POTENTIAL TRADE LEADS.

2. ATTENDANCE AT RABAT SEMINAR VARIED SOME OVER TWO DAY PERIOD, BUT AVERAGED 50 PERSONS RANGING FROM PTT TECHNICIANS AND SATELLITE RELAY STATION PERSONNEL TO SUBSTANTIAL CONTINGENT FROM GENDARMERIE AND SURETE NATIONALE. ALL
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PARTICIPANTS WERE DIRECTLY EMPLOYED IN THE FIELD AND CAN

BE EXPECTED TO HAVE SOME INFLUENCE UPON SELECTION OF EQUIPMENT.

3. PROGRAM LECTURERS WERE BRIEFED BY DCM AND ECON OFFICERS ON ARRIVAL, THEN LUNCED AT HILTON WITH RANKING GOM OFFICIALS IN TELECOM FIELD. IMMEDIATELY AFTERWARDS GROUP VISITED EARTH SATELLITE STATION 25 KMS FROM RABAT. TUESDAY PROGRAM STARTED SLIGHTLY LATE BECAUSE OF MIX-UP WITH TRANSLATORS, BUT MOVED INTO HIGH GEAR AND ENDED WITH EXPRESSION ON PART OF SEVERAL PARTICIPANTS THAT SEMINARS SHOULD COME OFTENER AND PROVIDE MORE TIME TO COVER HIGHLY TECHNICAL AREAS. AT EVENING COCKTAIL, AMBASSADOR AND EMBOFFS HEARD MANY FAVORABLE COMMENTS CONCERNING QUALITY US PARTICIPANTS AND EXPRESSIONS OF PLEASURE THAT US FINALLY TEPPING OUT TO MERCHANDISE OUR OWN ADVANCED DEVELOPMENTS INSTEAD OF LEAVING FIELD TO OTHERS.

4. PROGRAM DIRECTOR CROSSLEY TO BE COMMENDED FZR EFFECTIVE ADVANCE ARRANGEMENTS AND FLEXIBILITY IN ADJUSTING PROGRAM TO LAST-MINUTE EXIGENCIES. NEUMANN

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